

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Tourism Promotion – Release of Advertisement in “India Today Travel Plus” Special Anniversary issue in Jan 2011, English magazine, through M/s. Stark Communication, Pvt., Ltd (Cochin), Hyderabad – Publication Charges – Amount Sanctioned Rs.3,49,999/- - Orders – Issued.

---

**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No. 122

Dated:05-02-2011

Read the following:

1. Govt.Lr.No.6621/PMU/DDC/2010, Dt.22-12-2010 of YAT & C (PMU) Department.
2. Invoice No.10-11/8401, Dt.31-01-2011 of M/s. Stark Communication, Pvt., Ltd (Cochin), Hyderabad.

\* \* \*

**ORDER:**

To promote Tourism destinations of Andhra Pradesh State, the Tourism and Culture Department has been releasing advertisements to publish in various magazines on regular basis, as a part of promotional initiatives. As a follow up of these initiatives, A.P. Tourism & Culture Department released a Full Page Colour advertisement to publish in “India Today Travel Plus” Special Anniversary issue in Jan 2011, English magazine, through M/s. Stark Communication, , Pvt., Ltd (Cochin), Hyderabad. After publication of the advertisement, submitted a bill amounting to Rs.3,49,999/- (including Service Tax @ 1.55%) for arranging payment.

2. Government after careful examination of the matter, hereby accord sanction for an amount of Rs.3,49,999/- (Rupees Three Lakhs Forty Nine Thousand Nine Hundred and Ninety Nine only) towards publication of the advertisement in “India Today Travel Plus” Special Anniversary issue in Jan 2011, English magazine.

3. The amount sanctioned at Para 2 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (12) – Advertisement for Promotion of Tourism - 260 – Advertisements, sales and publicity Expenses”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 2 above, in favour of M/s. Stark Communications, Pvt., Ltd (Cochin), Hyderabad, after deducting Tax, payable to the Income Tax Department.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**JAYESH RANJAN  
SECRETARY TO GOVERNMENT (T)**

To,  
M/s. Stark Communications, Pvt., Ltd (Cochin), Hyderabad.  
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

**Copy to:**

The YAT& C (PMU- Claims) Department.  
SF/SCs

**//Forwarded:: By Order//**

**SECTION OFFICER**